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ABSTRACT

Questionnaires were distributed in the fall of 1984 to a sample of Nigerian public relations practitioners who attended a monthly meeting of the Lagos Chapter of the Nigerian Institute of Public Relations to examine the extent to which they perceived themselves as responsible to Nigerian society. Their perceptions were then compared with those of practitioners in Canada and the United States. The questionnaire sought information related to (1) employment and professional activities, (2) perceptions of job-related attributes in practitioner's current position provided those attributes, (3) measures of the practitioner's attitudes toward the profession and toward social responsibility, and (4) demographic information on practitioners and their ratings of the public relations practice in Nigeria. Results indicated that Nigerian public relations practitioners ascribed a high degree of importance to social responsibility. Also, Nigerian practitioners showed significantly more concern for the "good" of their country or town and usually volunteered more for "projects" than did their Western counterparts. (HOD)

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Social Responsibility: A Comparison of Nigerian Public Relations With Public Relations in Other Countries

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Social Responsibility: A Comparison of Nigerian Public Relations With Public Relations in Other Countries

The Western Perspective

The social responsibility of corporations and other institutions has, since the advent of consumerism in the late 1960s, been a subject for debate and analyses in the West. Some scholars and business leaders, on the one hand, hold the view that the social responsibility of institutional managements can be demonstrated primarily by the profit motive, not by businesses' handling of social problems.[1] Others argue that businesses should focus their creative energies on public needs and that altruistic business practices are important in restoring community confidence in them.[2] Still others suggest that governments should legislate social responsibility and that corporations and government agencies must communicate more often with each other about businesses' social obligations.[3]

Nonetheless, some Western corporations are voluntarily demonstrating such social obligations. Fortune magazine's annual survey of U.S. corporations uses one such criterion--community and environmental responsibility--to identify the most admired corporations in the United States. Furthermore, 91% of a random sample (N=300) of CEOs in U.S. firms and 79% of a random sample of those in small U.S. firms believed that their organizations had the obligation to meet the needs of the community, rather than leave such a role exclusively to the government or to non-profit organizations.[4] And, it is estimated that more than 1,000 U.S. businesses have programs in community services.

On the multinational front, American publics also expect that U.S. corporations with foreign operations be as socially accountable abroad as they are at home. (IBM recently announced a five-year, $10 million assistance to 250 black elementary schools in South Africa.) The United States' financial involvement in South Africa--estimated at more than $14.8 billion--has meant, for example, that consistent public pressure has been placed on the more than 350 U.S. companies doing business there to meet stringent social-program requirements.[5] The more than 600 U.S. companies that have operations in South Africa have also been criticized for establishing business partnerships with a segregationist nation. Some U.S. student groups are also protesting U.S. investments in companies that do business with the Soviet Union and Soviet-bloc countries because the political evironments in these countries do not encourage businesses to be socially reponsible, Western-style.

In Canada, consumer groups have been known to be more militant in some respects than those in the United States, and the Canadian government has passed legislation to control business, prices, personal income and corporate profits.[6] The publics of West European countries also require that businesses be socially sensitive.[7]

But corporations face two major problems in their attempts to be socially responsible. First, even though the public relations officer, as the corporate conscience, shows concern for the public interest,[8] little agreement exists among Western businesses as to what corporate social responsibility means.[9]

Second, there are no agreed-upon criteria among publics and businesses for evaluating socially responsible behavior.[10] Even though the "socially responsible" activities of U.S. corporations have increased during the past 15 years, businesses' image has not improved commensurately. A 1981 poll ranked

U.S. business leaders ninth, after judges, lawyers and funeral directors, on their "contributions to the general good of society."[11]

It has been noted that this discrepancy between a corporation's socially responsible behavior and favorable public image may also be due to communications failure: social responsibility programs per se are failing to convince the public that business is a responsible, trustworthy institution.[12]

To address difficulties in evaluation, Abt,[13] Sethi,[14] Abbott and Monsen,[15] and Aupperle[16] developed varying yardsticks for evaluating corporate social activities. Alexander and Matthews outlined 10 conditions which "should inspire the best efforts in corporations and demonstrate that being socially responsible is good business and can pay off financially."[17]

Among public relations practitioners, however, social responsibility is perceived as a crucial factor that ensures institutional well-being and acceptance by an organization's publics. In an era of consumerism in which people's wants and needs have been reinterpreted as entitlements,

> private companies are being redefined by society as "quasi-public" institutions with obligations extending far beyond stockholders. . . . These new demands on corporate performance cast the public relations function as a major actor in the process of organizational and social change.[18]

Thus public relations practitioners are socially responsible when their actions are "carried out with the best interests of society in mind."[19]

Western corporations have voluntarily demonstrated such interests by making charitable contributions, lending executives to a variety of community projects, advising governments on national problems, and attempting to resolve a host of other social problems. In other words, they have attempted to demonstrate "the formal or informal obligation to look beyond profitability and

legal compliance to a broader concern for the long-term viability and quality of society at large."[20]

At the same time, they are **required** by governments to address society's many problems by their implementation of policies on affirmative action employment, trade union recognition, industrial and product safety, and similar matters. However, U.S. businesses have exerted pressure on staff appointments and on the policies of the government regulatory agencies, thereby lessening their adherence to **mandated** social responsibility goals.[21]

The Third World Perspective

By contrast, public relations in most Third World nations is done in a "government-intensive" environment in which businesses are required to develop and implement programs with objectives consistent with those of regional organizations and of national governments.[22] Adherence to such mandated social responsibilities is important if businesses wish to avoid unnecessary confrontations with governments. This means that public relations practitioners are socially responsible only to the extent that they directly contribute to governments' national development programs.[23] Therefore, **mandated** social responsibilities constitute **the** framework for Third World public relations practice.

Practitioners are expected by governments to (1) contribute to the institutional-structural stability of their countries; (2) change public attitudes that are detrimental to societal development; and (3) disseminate development news, using both traditional and modern mass media.[24] The guidelines for implementing overall national development programs are not within the

purview of the practitioner. The government outlines its development masterplans and expects compliance from institutional managements.

In the private sector, the International Bank for West Africa Ltd., headquartered in Lagos, illustrates such development responsibilities by (1) regularly publishing The Broad Street Journal as a national forum for the discussion of pressing economic issues in Nigeria; (2) making a series of public service announcements on the economy;* and (3) funding the School of Banking and Finance at the University of Ibadan, Nigeria, and contributing to its public lecture series.

Other social institutions are also expected to demonstrate the official goals of the federal and state governments in Nigeria. The offical objectives of the Nigerian press, for example, are to mobilize public support for national development and to present timely and balanced information about the country.[28]

Purpose

Given this different environment for Third World public relations, this study examines the extent to which Nigerian public relations practitioners perceive themselves as responsible to the Nigerian society. Also, the extent to which Nigerian practitioners perceive themselves as socially responsible is compared with that of Canadian and U.S. practitioners. Such a comparison will help to identify social responsibility differences between the public relations practice in the industrialized Western nations and that in Nigeria.

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*Two such announcements were titled "Economic Interdependence and Prospects for Economic Recovery" and "The Medium-Term Prognosis for Nigerian Business."

In addition, this study investigates the attitudes of practitioners toward (1) directly contributing to national development projects in Africa's most populous nation; (2) some of the issues facing the practice of public relations in Nigeria. The results of this research provide some evidence on institutional social responsibilities in the Third World context. In the main, such responsibilities are mandatorily demonstrated by the public relations function of domestic and multinational corporations and by public institutions operating in the developing nations.

Method

Questionnaires were distributed in the fall of 1984 to a purposive sample of Nigerian practitioners who attended a monthly meeting of the Lagos Chapter of the Nigerian Institute of Public Relations. (There are nine such chapters in Nigeria, with more than 1,200 members. Nationwide, there were about 150 "financial members" of the institute as of December 1984.) Respondents were assured anonymity in the use of their responses. Practitioners who were not at the September meeting had their questionnaires delivered to their offices, with pickup done within three business days. Ninety-eight questionnaires were distributed to potential subjects. Sixty-one were returned, with 57 properly filled out, resulting in a response rate of 58 percent.

The questionnaire employed in this study was in four parts: (1) employment and professional activities; (2) perceptions of job-related attributes in any ideal public relations position and the extent to which the practitioner's current position provided those attributes; (3) measures of the practitioner's attitudes toward the profession and toward social responsibility; and (4)

demographic information on practitioners and their ratings of the public relations practice in Nigeria.

The results presented in this paper are based in large part on the third and fourth parts of the questionnaire: sixteen items designed to measure the practitioner's social responsibility and his or her attitudes toward the practice of the profession.

Social Responsibility Measures. Eight social responsibility scales were used for measuring the social responsibility of public relations practitioners. These scales have been used in similar studies among U.S. and Canadian public relations practitioners.[26] For all the advantages inherent in using the same scales for cross-national research, it is possible that they may appear confusing to respondents in other cultures and that a Western bias may be introduced in the interpretation of results. On the other hand, the lack of standardization may make comparability of results difficult. As Osgood, May and Miron put it:

> The critical thing is that the degree of standardization imposed, in the interest of guaranteeing comparability of results, not channel the responses of subjects away from what they would be in compeletely natural situations and toward those normal for the investigators' culture.[27]

Because of the need to accommodate differences in norms across cultures and across political systems, an attempt was made to adapt some of the social responsibility scales to the Nigerian sample, yet make them comparable to those for the Western practitioners. Therefore, based on the results of informal interviews with some Nigerian practitioners, four of the social responsibility scales (Items 1, 3, 6 and 8 in Tables 1 and 2) that were used among Canadian and U.S. practitioners were rephrased for the Nigerian sample.

Respondents were required to check one of five response categories on Likert-type scales, indicating strength of agreement or disagreement with attitude statements that ranged from "strongly agree" to "strongly disagree."

The rationale for the use of such a measure is based on a number of sociopsychological observations which indicated that individuals with high scores on written or oral measures of social responsibility were more likely to engage in prosocial behavior than those with lower scores on the same tests.[28]

Public Relations Practice. Since the founding of the Nigerian Institute of Public Relations in 1969, and its forerunner, the Public Relations Association of Nigeria, in 1963, the institute has been faced with many problems, primarily training and educating practitioners and eliminating "charlatans from the profession."[29]

Consequently, the NIPR in 1983 presented a draft bill to Nigeria's federal government for legislation to license the profession and to make it mandatory for future practitioners to have specified training and education. The attitudes of practitioners toward these issues were investigated, again using Likert-type scales.

Results

Demographic Characteristics. Almost all (97%) of the practitioners in our sample were male. About two-thirds (67%) were 35 years of age or younger. Twenty-eight percent were in the 36-44 age group; 5% were 45-53 years old. The highest level of education completed by about 28% of the practitioners surveyed was "some university and/or some polytechnic." Twenty-one percent completed polytechnic while 19% had at least a bachelor's degree.

Thirty-five of our respondents mentioned public relations as one of thei areas of study at university or polytechnic, while 16 mentioned the social sciences.

About 59% of the practitioners worked in government institutions, 35% in a business or firm, and about 5% in a public relations or advertising agency.

Forty-nine percent of our respondents have had 3-6 years' public relations experience, while 26% have had 7-10 yea ience. Twenty-one percent have had 1-2 years' experience, 2% less than one year's, and 2% between 11 years' and 14 years' experience.

Social Responsibility Scores. Data in Table 1 show that a majority (96%) of our sample practitioners endorsed setting aside some of their time for the development of their town or country (Item 1). Only a minuscule 4% disagreed with the statement. On the other hand, there was no disagreement among respondents with volunteering for special-development projects, but 9% were neutral or undecided on the statement (Item 3).

Insert Table 1 about here

Responder s also strongly agreed with two other statements: people should do their jobs to the very best they can (Item 2); and that practitioners feel bad when they have failed to complete tasks that they have promised to complete (Item 4).

Thus, looking at the percentages of agreement, neutrality and disagreement, all four responsible-direction statements show agreement ranging

from 91% to 96%, with disagreement ranging from 0% to 5%. On the other hand, agreement with the opposite-direction statements ranged from 14% to 28%; disagreement from 51% to 83%.

Eighty-three percent of our respondents believed that Nigeria would not be a lot better off with a federal government that did not have popular support (Item 6), while 79% indicated concern for current events and that they could do something as individuals about them (Item 5). These patterns of responses suggest that our sample practitioners may be strongly committed to helping their country in whatever way they can. (Nigeria, in its 25 years of self-rule, has had two elected governments and has been governed by military administrations for 15 years.)

There seem to be two major explanations for these results. First, public relations practitioners traditionally depend on public support and good will for the acceptance of institutional actions and policies. Our Nigerian sample indicated that their country would be a lot better off with a government that had popular support. In other words, from the perspective of our sample practitioners, governments, even if structurally authoritarian, could benefit greatly from operating as open, accessible institutions.

Second, a majority (91%) of our respondents indicated that they usually volunteered for special-development projects (Item 3), and a majority also indicated concern about current events and public affairs (Item 5). These responses are indicative of the developmental needs of Nigeria and are reflective of the country's governmental structure: a military government that was not popularly elected into office, and whose policies and actions sometimes failed to reflect popular opinions. There are, therefore, opportunities for

individual development efforts, to the extent that they are consistent with the government's plans.

About one-half of our sample disagreed with the statement that letting friends down was not bad; 28% agreed, while 21% did not offer an opinion (Item 7). The country's economic difficulties at the time of the survey, in addition to the cosmopolitan lifestyle in Lagos that threatens the cultural norm that one should be one's "brother's keeper," may have had an effect on the lack of willingness of some respondents to be consistently helpful to others (Item 8). It has been found that in urban Nigeria extended family relationships are being changed by Western values that advocate having nuclear families because of economic and emotional reasons.[30]

In general, our data indicate that our sample practitioners perceived themselves as socially responsible.

Insert Table 2 about here

Results in Table 2 show that there were some significant differences between our Nigerian sample and the Canadian and U.S. practitioners, using an extension of Duncan's new multiple-range test.[31] (The Wright data show no significant differences between Canadian and U.S. practitioners.[32])

For the responsible-direction statements the overall mean scores for the Nigerian sample were comparable to those for the Canadian and U.S. samples, with two scores (Items 1 and 3, Table 2) showing significant differences (mean=4.67, $p<.01$; mean=4.39, $p<.001$, respectively). Thus Nigerian practitioners were more

concerned about the "good" or about the "development" of their town or country and usually volunteered for more projects than did their Western counterparts. There were no significant differences among the three groups on Items 2 and 4.

On the opposite-direction statements, the Nigerian sample had the two lowest mean scores (3.40 and 3.56 on Items 7 and 8, respectively.) The scores on these statements, which were on offering help to others, were significantly different from those of the Western practitioners at the .001 level.

The mean scores for all groups indicated that practitioners were concerned about current events and were willing to influence them, if possible (Item 5). But our Nigerian practitioners were less concerned about current events and were less willing than their Western counterparts to influence them ($p<.01$). The three groups indicated similar levels of interest in the "voice of the people" (Item 6). Western practitioners felt that having many elections was good for their country; Nigerian practitioners indicated that a military government needed popular support.

Attitudes Toward Practice. The attitudes of Nigerian practitioners toward the public relations practice in Nigeria were also investigated, using five-point scales. Results presented in Table 3 show collapsed catetgories of "strongly agree" and "agree" and of "strongly disagree" and "disagree."

Respondents had near-perfect agreement with two of the attitude statements presented to them: "Public relations practitioners are professionals, just as doctors and lawyers are professional people" (mean=4.87, SD=.33); "Some university or polytechnic education should be mandatory for future public relations practitioners" (mean=4.65, SD=.48). The overwhelming support for these statements (Items 1 and 2) is indicative of the practitioners' concern for achieving and maintaining professsionalism. Agreement with the other six

statements--five of which were based on criteria for describing professions--ranged from 78% to 98%.

Insert Table 3 about here

The statement that had the second-highest percentage of disagreement (13%) and the lowest percentage of agreement (78%) was that on the need for greater specialization in public relations (Item 5). Even though public relations has been used by governmental and private institutions in Nigeria since the early 1900s, its activities are yet to be fully specialized. In practice, they simultaneously include general communications, publicity, marketing and advertising.

Accreditation had the highest disagreement (18%), with 82% of our respondents in favor of mandatory accreditation (Item 4). This agreement compares with that of Owoseni's, who reported that 87% of his sample expressed support for the licensing of the profession.[33] These findings are in contrast to that in response to a question posed by Gilsdorf and Vawter to U.S. practitioners: "How important is it for individuals in the public relations field to be accredited?"[34] The mean was 4.3 on a 1-9 scale.

Statements that public relations practitioners should be members of a professional public relations association (Item 3), and that practitioners should have periodic training to update their skills (Item 6) had mean responses of 4.84 (SD=.41) and 4.77 (SD=.46), respectively. Even though our sample practitioners indicated a strong interest in the membership of a professional

association, fewer than 10% of the practitioner population in Nigeria claim membership of and associate with the institute. This small number of "financial members" nationwide is perhaps indicative of the displeasure of most practitioners with a body that may not be very effective in regulating and catering to the interests of the profession.

A content analysis of respondents' answers to the question "What do you believe are the three most important obstacles to the improvement of the public relations practice in Nigeria?" showed that almost all respondents cited at least one professsional-organization problem. Examples: (1) "Lack of a purposeful and professionally oriented public relations institute for practitioners"; (2) "No accredited association"; (3) "Lack of coordinated and concerted effort of NIPR towards the formation of an effective national body" (4) "Failure to elect good leadership"; (5) "NIPR not doing enough to help PR"; and (6) "Unity of practitioners."

Respondents also strongly agreed with the need for practitioners to relate with various publics (Item 7) and to contribute to community and national development programs (Item 8).

The practitioners were also asked to indicate whether they would choose their present line of work if they were to start their careers all over, and what their overall rating of the public relations practice in Nigeria was. While 91% indicated that they definitely or probably would choose public relations if they were to start their careers all over again, 74% of our sample rated the overall practice of public relations in Nigeria fair or poor. Twenty-one percent rated it good; 5% excellent.

Another question asked respondents to indicate the chances that they would leave the actual practice of public relations in the next few years. Sixty-three

percent said that it was unlikely; 15% were undecided, while 19% said that they would leave the practice.

Taken together, two conclusions can be reached from these findings: a popular interest among practitioners in public relations as a career; and some displeasure with its practice in Nigeria. The interest in public relations is reflective of the increasing realization of its importance by governments and private institutions. It is also one of the growth areas in communication programs in the country: at the University of Lagos, for example, about 1,200 applications were received during the 1984-1985 school year for 100 undergraduate places in the Department of Mass Communication, with a significant number indicating an interest in a public relations option. A majority of the graduate students in the same department elect the public relations option. Also, recent liberal-arts and social-sciences graduates have been attracted to public relations, thereby encouraging a phenomenal growth in the overall status of the practice.

Discussion

Overall, our results indicated that Nigerian public relations practitioners ascribed a high degree of importance to social responsibility, sometimes more or less so than their Western counterparts. This need to be socially responsible can be explained by the general systems theory and by Grunig and Hunt's "two-way symmetric model" by which practitioners seek to make mutual changes in organization-public relationships.[38]

Organizations, as systems, must of necessity be interactive with and be adaptive to their environments, the suprasystems. The public relations function, as a subsystem in organizations, enables organizations to fulfill the

interactive/adaptive role and to achieve equilibrium with other systems in organizations. More frequently, however, practitioners "think of the environment and their organization as interpenetrating systems and choose both adaptation and control as public relations goals."[36]

Thus, one method by which the public relations subsystem achieves **adaptation** is by developing and implementing socially responsible programs. On the other hand, it attempts to **control** the environment by manipulating the publics and the regulatory agencies and their agendas and by vigorously opposing legislation.[37]

Our results are consistent with the "two-way symmetric model" in that our sample indicated a strong agreement with the statement that public relations must contribute to community and to national development. Also, Nigerian practitioners showed significantly more concern for the "good" of their country or town and usually volunteered more for "projects" than did their Western counterparts. The reason is clear: National development is a priority of most Third World governments, and such a priority is demonstrated by most public- and private-sector institutions. Primarily, however, such governments interpret public relations as publicity and propaganda functions by which they attempt to (1) confer a favorable status on their administration; (2) provide a semblance of legitimacy for their policies and actions, particularly in times of crises; and (3) achieve much-needed national development and integration. These elements undergird the social responsibility of public relations practitioners in the Third World context.

The accreditation of practitioners was an issue with which our sample practitioners indicated their highest disagreement, yet accreditation has been shown to be related to greater professionalism among U.S. practitioners.[38] The

Nigerian sample indicated a perfect agreement with the statement that public relations is a profession (Item 1, Table 3). Even though a majority (74%) of them rated the practice as fair or poor, they indicated their highest disagreement with accreditation, which is being considered by the NIPR as a means toward improving the status of the practice. The institute has not officially announced its accreditation program. Hence it is possible that the Nigerian practitioners are sharing in the displeasure held by some U.S. practitioners, some of whom feel that the current accreditation program leaves much to be desired.

The finding that 97% of our sample practitioners were men is in contrast to the findings in Canada and in the United States. In Canada, a large number of the practitioners are women. In the United States, the number of women in public relations is about the same as that for men, with a trend toward a larger number of women.[39] The smaller number of women in higher education in Nigeria, and their considerably smaller number in the country's professional labor force may be some of the factors that account for this vast difference.

In passing, it must be noted that one major limitation of this study is its small sample. Thus caution is advised in generalizing its results to the Nigerian public relations practitioner population. The Nigerian Institute of Public Relations is yet to become an effective, nationwide professional organization. It is, therefore, possible that it does not appeal to as large a number of Nigerian practitioners as it should. The small number of dues-paying members is indicative of the level of interest the Nigerian public relations community has in the institute.

Summary and Conclusion

The findings of this study suggest that Nigerian public relations practitioners are socially responsible. In comparison with Western practitioners, our Nigerian sample has two significantly higher (Items 1 and 3, Table 2) and two comparable (Items 2 and 4, Table 2) social responsibility mean scores on the responsible-direction statements. On the opposite-direction statements, three (Items 5, 7 and 8, Table 2) of the four scores for the Nigerian sample are significantly lower than those for the Canadian and U.S. samples. However, there is no indication that an overwhelming negative attitude toward social responsibility exists among Nigerian practitioners.

Social responsibility is partly a function of the structural relationships between governments and business institutions. Differences in sociopolitical systems and in economic levels are reflected in the differences in the expectations political systems and societies at large have of their institutions. Institutions in the Third World typically operate in authoritarian political systems, and largely have mandated social responsibilities. Those in popularly elected political systems of the West have some responsibilities that result from legislative actions, but discretionary social responsibility is the norm. Even so, businesses in such systems have been known to oppose and control the agendas and actions of government regulatory agencies that purport to be in control. In large measure, then, the development of social programs is the prerogative of business institutions in the West.

Public relations in most of the Third World faces a litany of obstacles that impairs its effectiveness as a socially responsible function. Our Nigerian practitioners, for example, indicated that the absence of an effective

professional organization was a major concern to them. This study did not investigate how successful practitioners were in meeting social responsibility goals. However, a strong professional association and a governmental system that is sensitive to the profession are factors that will determine whether practitioners are quiescent participants in the development process and whether there is a gap between perceived and achieved social responsibilities in the Nigerian context. Future research needs to address these issues.

NOTES

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TABLE 1

Nigerian Practitioners' Percentage Levels of Agreement, Neutrality and Disagreement on Social Responsibility Statements (N=57)

	Percentage of Respondents Giving Each Rating		
Responsible-Direction Statements	"Strongly Agree" or "Agree"	"Neutral" or "Undecided"	"Strongly Disagree" or "Disagree"
1. Every person should give some time for the development of his or her town or country.	96	0	4
2. It is the duty of each person to do his or her job the very best he or she can.	95	0	5
3. I usually volunteer for special-development projects.	91	9	0
4. I feel very bad when I have failed to finish a job I promised I would do.	95	5	0
Opposite-Direction Statements			
5. It is no use worrying about current events or public affairs; I can't do anything about them, anyway.	16	5	79
6. Our country would be a lot better off with a federal government that does not have popular support.	14	3	83

7.	Letting your friends down is not so bad because you can't do good all the time for everybody.	28	21	51
8.	People would be a lot better off if they could live without the "I-am-my-brother's keeper" attitude, and never have to do anything for other people.	28	12	60

TABLE 2

Comparisons of Social Responsibility Means Among Canadian, U.S. and Nigerian Public Relations Practitioners*

Responsible-Direction Statements	Canadian (N=104)	United States (N=105)	Nigerian (N=57)
1. Every person should give some time for the good of his or her town or country/ Nigerian: Every person should give some time for the development of his or her town or country.	4.17[c] (SD=.78)	4.23[c] (SD=.85)	4.67[d] (SD=.74)
2. It is the duty of each person to do his or her job the very best he or she can.	4.65 (SD=.73)	4.66 (SD=.81)	4.54 (SD=.76)
3. I usually volunteer for special projects/Nigerian: I usually volunteer for special-development projects.	3.77[a] (SD=.76)	3.80[a] (SD=.77)	4.39[b] (SD=.65)
4. I feel very bad when I have failed to finish a job I promised I would do.	4.50 (SD=.67)	4.62 (SD=.49)	4.61 (SD=.59)

*We are indebted to Dr. Donald K. Wright, Chairman, Department of Communication Arts, University of South Alabama, and to Dr. Alan Hantz, University of North Carolina at Asheville, for making these statistical comparisons possible. They provided unpublished data on Canadian and U.S. practitioners.

Opposite-Direction Statements			
5. It is no use worrying about current events or public affairs; I can't do anything about them, anyway.	4.53[c] (SD=.56)	4.44[c] (SD=.66)	4.02[d] (SD=1.23)
6. Our country would be a lot better off if we didn't have so many elections and people didn't have to vote often/Nigerian: Our country would be a lot better off with a federal government that does not have popular support.	4.42 (SD=.78)	4.55 (SD=.69)	4.23 (SD=1.15)
7. Letting your friends down is not so bad because you can't do good all the time for everybody.	4.24[a] (SD=.97)	4.41[a] (SD=.83)	3.40[b] (SD=1.31)
8. People would be a lot better off if they could live far away from other people and never have to do anything for them/Nigerian: People would be a lot better off if they could live without the "I-am-my-brother's-keeper" attitude and never have to do anything for other people.	4.63[a] (SD=.70)	4.71[a] (SD=.57)	3.56[b] (SD=1.36)

NOTE: For the responsible-direction statements, the scale ranges from "strongly disagree" (1) to "strongly agree" (5). A low score indicates relative disagreement (low SR); a high score relative agreement (high SR).

For the opposite-direction statements, the scale ranges from "strongly agree" (1) to "strongly disagree" (5). A low score indicates relative agreement (low SR); a high score relative disagreement (high SR).

a, b Means with different superscripts in the same row differ significantly at $p<.001$.

c, d Means with different superscripts in the same row differ significantly at $p<.01$.

TABLE 3

Nigerian Practitioner's Attitudes Toward the Public Relations Practice in Nigeria (N=57)

Attitude Statement	"Strongly Agree" or "Agree"	"Neutral" or "Undecided"	"Strongly Disagree" or "Disagree"	Mean	SD
1. Public relations practitioners are professionals, just as doctors and lawyers are professional people.	100%	0%	0%	4.87	.33
2. Some university or polytechnic education should be mandatory for future public relations practitioners.	100%	0%	0%	4.65	.48
3. Public relations practitioners should be members of professional public relations organizations which establish and enforce codes of ethics.	98%	2%	0%	4.84	.41
4. Accreditation/ certification of public relations practitioners should be mandatory for their continued practice of public relations.	82%	0%	18%	4.14	1.14

5. There should be greater specialization in the public relations practice, e.g., financial, corporate.	78%	9%	13%	4.26	1.11
6. For the public relations practitioner, periodic training at institutes, or refresher courses should be mandatory.	98%	2%	0%	4.77	.46
7. For public relations practitioners to succeed, good liaison with various publics is extremely important.	86%	12%	2%	4.44	.78
8. Public relations practitioners must contribute to community and to national development.	97%	3%	0%	4.61	.56

NOTE: A score of "1" indicated "strongly disagree," while "5" indicated "strongly agree." A higher mean score, therefore, means a stronger respondent agreement with a statement.